

## Message Text

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PAGE 01 PRETOR 04902 200646Z

15

ACTION COME-00

INFO OCT-01 AF-06 ISO-00 EB-07 CU-04 MMO-04 PA-02 PRS-01

USIA-15 AGR-10 CIAE-00 INR-07 LAB-04 NSAE-00 SP-02

STR-04 TRSE-00 CIEP-02 FRB-01 OMB-01 /071 W

----- 111862

R 191351Z DEC 75

FM AMEMBASSY PRETORIA

TO SECSTATE WASHDC 3450

UNCLAS PRETORIA 4902

FOLLOWING SENT ACTION PRETORIA INFO DURBAN JOHANNESBURG ON  
17 DEC 75 REPEATED FOR YOU INFO  
UNCLAS CAPE TOWN 0990

E.O. 11652: N/A

TAGS: BEXP, SF

SUBJ: IN-STORE PROMOTION-FOSCHINI LTD

1. RODNEY A.J. DOWNEY, DIRECTOR OF FASHION DISTRIBUTORS (PTY)  
LTD, GENERALLY KNOWN AS FOSCHINI LTD. (HEAD OFFICE IN CAPE  
TOWN), HAS CALLED AT CONSULATE GENERAL TO DISCUSS THAT COMPANY'S  
PLANS FOR NATIONAL PROMOTION OF AMERICAN APPAREL AND TEXTILES  
IN JULY/AUGUST 1976, TIED TO THEME OF THE  
U.S. BICENTENNIAL CELEBRATION.

2. FOSCHINI HAS 280 RETAIL STORES FEATURING LADIES WEAR.  
ANNUAL TURNOVER IS R50 MILLION. BUYERS WILL BE IN UNITED STATES  
AT THE END OF JANUARY AND IN EARLY FEBRUARY. IF LOCAL IMPORT  
PERMITS CAN BE OBTAINED, THEY INTEND PURCHASE APPROXIMATELY  
R250,000 IN APPAREL AND RELATED  
CONSUMER GOODS, AND R1000,000 TO R150,000 IN PIECE GOODS  
(MAINLY SUMMERWEAR TEXTILES).  
IN-STORE PROMOTION IS SCHEDULED FOR THE LAST TWO WEEKS IN  
JULY AND FIRST WEEK IN AUGUST. IT WILL BE ADVERTISED NATIONWIDE  
THROUGH TWO HALF-PAGE FULL COLOR NEWSPAPER ADVERTISEMENTS.

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PAGE 02 PRETOR 04902 200646Z

3. WHILE MR. DOWNEY WAS INTERESTED IN LEARNING WHAT ASSISTANCE

MIGHT BE AVAILABLE FROM THE U.S. GOVERNMENT, HIS PRIMARY NEED IS SUPPORT IN OBTAINING FOREIGN CURRENCY PERMITS TO ALLOW THE IMPORTATION OF 4150,000 WORTH OF TEXTILE PEICE GOODS, AND R150,000 IN CLOTHING, FOR A TOTAL OF R300,000 RELATED TO SPECIAL PROMOTION OF AMERICAN GOODS ONLY. HE SAID THAT IN VIEW OF THEIR BUYERS INTENDED DEPARTURES IN JANUARY, THE LEAD TIME FOR ISSUANCE OF THESE PERMITS WAS FAIRLY SHORT. DOWNEY ALSO EXPLAINED THAT THERE ARE PRECEDENTS FOR FOREIGN GOVERNMENT ASSISTANCE IN OBTAINING SUCH PERMITS, AND CITED FACT THAT ISRAELI TRADE COMMISSIONER WAS ABLE TO HELP PERSUADE THE IMPORT/EXPORT AUTHORITIES IN PRETORIA TO GRANT NECESSARY PERMITS FOR AN ISRAELI PROMOTION FOSCHINI HAD HELD, TIED TO PURCHASES FROM ISRAEL. HE ALSO SAID THE BRITISH EMBASSY HAD BEEN SIMILARLY SUCCESSFUL IN SUPPORTING A REQUEST MADE BY ANOTHER COMPANY (GARLICKS) FOR ITS NATIONAL BRITISH WEEK.

4. DOWNEY WAS TOLD THAT THE CONSULATE GENERAL WOULD REPORT HIS REQUEST FOR ASSISTANCE AND HOPED WE WOULD BE ABLE TO HELP WITH IMPORT PERMITS. WITH REGARD TO OTHER ASSISTANCE HE WAS TOLD USG COULD NOT EXTEND FINANCIAL SUPPORT BUT MIGHT HELP IN OTHER WAYS. SINCE FOSCHINI BUYS REGULARLY IN THE UNITED STATES IT DOES NOT NEED INTRODUCTIONS TO U.S. COMPANIES, BUT MIGHT BENEFIT FROM A REVIEW OF ITS IN-STORE PROMOTION PLANNING WITH APPROPRIATE OFFICIALS IN THE DEPARTMENT OF COMMERCE. FOR THIS PURPOSE WE SUGGESTED FOSCHINI REPRESENTATIVES CONTACT IN-STORE PROMOTION PROGRAM, BIC/OIM/SAD ATTN. R. GOOTENBERG, DIRECTOR OR CE JOHNSON, \$30756 \$843:594.

5. DOWNEY PROVIDED FOLLOWING NAME AS PRINCIPAL CONTACT IN PRETORIA FOR ISSUANCE OF IMPORT PERMITS: MR. D.S.L. DE VILLIERS, DEPT OF IMPORT AND EXPORT.

6. ACTION REQUESTED. IF EMBASSY HAS NO OBJECTION, REQUEST SUBSTANCE THIS MESSAGE BE REPEATED DEPT OF COMMERCE, RECOMMENDING CONCURRENCE IN PROVIDING NON-FINANCIAL ASSISTANCE FOR THIS PROMOTION, INCLUDING APPROPRIATE REPRESENTATION TO SUPPORT FOSCHINI APPLICATION FOR SPECIAL IMPORT PERMITS. NO RPT NO FORMAL SPONSORSHIP OR USG IDENTIFICATION WITH PROMOTION HAS BEEN OFFERED OR REQUESTED. GAMON UNQUOTE BOWDLER UNCLASSIFIED

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PAGE 03 PRETOR 04902 200646Z

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**Current Classification:** UNCLASSIFIED  
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**To:** STATE  
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